

PRESENTATION TO FULL COUNCIL BY RRHA'S CEO
STEVEN NESMITH - UPDATE ON AGENCY'S COMPASSION
ACTION LAST CHANCE REPAYMENT AGREEMENT AND
COMMUNITY OUTREACH EFFORTS

Compassion Action
Initiative's

TOUCH POINTS

LAST CHANCE REPAYMENT AGREEMENT STRATEGIC CALENDAR



As part of the Richmond Redevelopment and Housing Authority's Compassion Action Initiative, RRHA is extending to public housing residents a "Last Chance" Repayment Agreement. This comprehensive and robust outreach campaign extends to August 31, 2024 and consists of more than 20 varied 'touch points' - ways in which RRHA has contacted residents to encourage them to sign up for the Last Chance Repayment Agreement to enable them to stay housed.

JUNE

- Posters posted in public areas of Management Offices
- Letters Mailed and Distributed to Residents
- Frequently Asked Questions
- RRHA Website
<https://www.rrha.com/residents/lease-enforcement/>

JULY

- Residents were able to Sign-up at RRHA's Management Offices: Mon, Tues, Thurs, Fri - 8:30a - 5p (Sat. hours - July 20 | 9a - Noon)
- **Thousand** of Email Blast were to Residents
- **Thousand** Social Media Postings (Facebook, Instagram, Twitter, LinkedIn, YouTube)
- Broadcast numerous Radio Ads

AUGUST

- Residents Signup at Management Offices: Mon, Tues, Thurs, Fri - 8:30a - 5p (Saturday hours - August 3 & 31 | 9a - Noon)
- Social Media Postings (Facebook, Instagram, Twitter, LinkedIn, YouTube)
- Door Knocking | Leave Behind Sticker
- Radio Ads
- News Coverage
- Phone Banking



BY MAIL AND BY HAND

- To ensure the dissemination of the Last Chance Repayment Agreement as part of RRHA's Compassion Action Initiative, a detailed letter was MAILED on June 28, 2024. Within the verbiage, is a clear invitation to sign the agreement.
- The same letter was also delivered BY HAND to each resident's door by our Boots-on-the-Ground staff volunteers. Letters were put in the hands of residents if they were available. If they were not - the letters were placed in the doors



INFORMED BY WEBSITE AND SOCIAL MEDIA

- RRHA created a detailed webpage <https://www.rrha.com/residents/lease-enforcement/> housed on the rrha.com website that provides details of the Compassion Action Initiative and specifically the Last Chance Repayment Agreement.
- Frequently Asked Questions
- Mass email and text message to all of our residents to support the letter that was mailed, and hand delivered. The electronic message echoed the details of the initiative and again, encouraged their participation.
- From July 1 - August 31 RRHA will post similar messages on "Facebook and other social media outlets to further engage our residents. Click here for [social media ad.](#)



FACE-TO-FACE CONTACT

- Knowing that physical mail can get lost, undelivered or unopened, RRHA supported its physical and electronic efforts with Boots-on-the-Ground ambassadors. These volunteers and staff members knocked on every door to directly share the news of the Last Chance repayment agreement.
- To ensure that no resident would miss or not be aware of the information because they were not home during the door knocking campaign, our representatives left a WE STOPPED BY sticker on the door, providing the information and encouraging them to contact their management office to sign up for the repayment agreement.

- In total, RRHA will visit **3,200 units**

**WE
STOPPED
BY**



RESIDENTS,

If you are behind in your rent,
RRHA is offering you a
Last Chance Repayment Agreement
Sign up NOW!

at the
Management Office
Weekdays:
Mon. Tues. Thurs. Fri.

8:30a – 5p (now thru – Aug. 31, 2024)

- Sat. July 20, 2024 9a – Noon
- Sat. August 3, 2024 9a – Noon
- Sat. August 31, 2024 9a – Noon

**Make an APPOINTMENT with your
Property Management Office**

**(You will not be seen without an
appointment and photo ID)**

**WE STOPPED BY
STICKERS**

This adhesive notification will be left behind on the door of any residence where we don't achieve face-to-face contact. The sticker contains all pertinent information as the letter and email

DISCLAIMER: NOT ACTUAL SIZE OF STICKER

RADIO ADVERTISING

RRHA will broadcast the Last Chance Initiative message on several radio stations through the entire months of July and August.

[Listen Here](https://on.soundcloud.com/smxCUv6LbddFXZJA9)

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FINAL PUSH CAMPAIGN

PUSH DATES

RRHA set aside specific dates to ramp up encouragement to residents as well as provide additional hours for signup at one of our management offices.

JULY 17

JULY 20

JULY 26

AUGUST 3

AUGUST 31

Listen Here

<https://youtube.com/shorts/EKXFizwMJMA?si=Fs95goLlp9EJfZvZ>

MESSAGES FROM RICHMOND CITY COUNCIL

RRHA was proud to include several prominent council leadership to record PSA messages to their constituents living in our community. RRHA acknowledges the respect that council representatives have in our community and appreciate their willingness to assist us in keeping people housed.



OUR COMPASSION: AS SEEN ON TV!

RRHA launched a strategic media campaign to ensure that all residents in the City would be aware of the Compassion Action Initiative. Thanks to our media partners we were able to express the urgency of this initiative on our local ABC, NBC, CBS, VPM affiliates. We were also fortunate to address the national affordable housing crisis with NBC Affiliates in North Dakota, Wisconsin and Mississippi.

PHONE BANKING

A CALL OF COMPASSION

During the final weeks of the Compassion Action Initiative RRHA began calling residents on the phone to explain the program and to encourage residents to come and sign up for this last chance to re-establish good standing with the agency and to remain housing.

Success by the Numbers

- At the start of the Compassion Action Initiative **1,438** residents had balances of **\$51plus**
- **764 families out of 1,438 signed repayment agreements—thus, this initiative saved those many families and individuals who were subject to eviction/lease enforcement**
- **368** with balances of less than **\$1K**
- **396** with balances of **\$1,000–\$30,000**
- Additionally, of the **1,438** families, **693** have balances of **\$1K–\$30K**. Of the **693** families with the highest balances, **396** families signed repayment agreements, and **25** families chose to vacate or paid their balances in full, leaving **272** families who did not sign repayment agreements.



Strategies for Early Intervention, Eviction Prevention & Lease Enforcement

➤ **HIRING ADDITIONAL PERSONNEL** - Lease Support Specialists

- Serve as part of a cross-departmental effort along with Housing Compliance, Property Management and Resident Services.
- Directly responsible for conducting thorough reviews of resident ledgers to ensure rent calculation accuracy, providing referrals for services and helping residents to understand their responsibilities.
 - ❖ Resident responsibilities include providing timely information:
 - Documentation for all household members (i.e. Social Security #, school enrollment, birth certificates, etc.)
 - Documentation of income (i.e. wages, public assistance, self-employment earnings, etc.)

➤ **PARTNERSHIPS** - New partnerships with non-profit organizations whose mission is to house the unhoused and/or provide related support services as part of RRHA's approach

- 13 to help public housing residents as they seek to remain or transition out of public housing due to lease enforcement.



Questions & Answers by City Council Members

